

Cancel Claims 1-20 and Claims 21-40 and replace them with New Claims 41-60:

41. (New) A system for generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address to activate an hyperlink to said predetermined hyperlink address during the playing of said predetermined program material wherein said activating is user-activated or automatic comprising:

generating means for generating said hyperlink address string associated with said predetermined program material including:

an address attribute specifying said predetermined hyperlink address and

at least one respective attribute for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

an user-activating attribute for user-activating said hyperlink to said predetermined hyperlink address or

an automatic activating attribute for automatically activating said hyperlink to said predetermined hyperlink address.

42. (New) A system according to claim 41 further comprising:

data entering means for entering to database means operably coupled to said generating means:

said predetermined hyperlink address and

predetermined hyperlink activation data for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

predetermined user-activation data for said user-activating said hyperlink to said predetermined hyperlink address or

predetermined automatic activation data for said automatically activating said hyperlink to said predetermined hyperlink address.

43. (New) A system according to claim 41 wherein

said hyperlink address string comprises an URL string and  
said predetermined hyperlink address comprises an URL.

44. (New) A system according to claim 41 wherein

said generating means comprises a website.

45. (New) A system according to claim 41 wherein

said user-activating attribute further comprises an attribute for visually displaying predetermined visual display data to visually prompt said user-activating said hyperlink to said predetermined hyperlink address.

46. (New) A system according to claim 41 wherein

said automatic activating attribute comprises an hyperlink automatic load attribute.

47. (New) A system according to claim 41 wherein

said automatic activating attribute comprises an hyperlink start time attribute.

48. (New) A system according to claim 41 wherein

said hyperlink address string further comprises an attribute specifying hyperlink start time information.

49. (New) A method of generating an hyperlink address string associated

with predetermined program material related to predetermined content located at a predetermined hyperlink address for activating an hyperlink to said predetermined hyperlink address during the playing of said predetermined program material wherein said activating is user-activated or automatic including the step of:

generating via generating means said hyperlink address string associated with said predetermined program material including:

an address attribute specifying said predetermined hyperlink address and

at least one respective attribute for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

an user-activating attribute for user-activating said hyperlink to said predetermined hyperlink address or

an automatic activating attribute for automatically activating said hyperlink to said predetermined hyperlink

address.

50. (New) A method according to claim 49 further including the step of:

entering via data entering means to database means operably coupled to said generating means:

said predetermined hyperlink address and

predetermined hyperlink activation data for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

predetermined user-activation data for user-activating said hyperlink to said predetermined hyperlink address or

predetermined automatic activation data for automatically activating said hyperlink to said predetermined hyperlink address.

51. (New) A method according to claim 49 wherein

said hyperlink address string comprises an URL string and  
said predetermined hyperlink address comprises an URL.

52. (New) A method according to claim 49 wherein

said generating means comprises a website.

53. (New) A method according to claim 49 wherein

said user-activating attribute further comprises an attribute for visually displaying predetermined visual display data to visually prompt said user-activating said hyperlink to said predetermined hyperlink

address.

54. (New) A method according to claim 49 wherein

said automatic activating attribute comprises an hyperlink automatic load attribute.

55. (New) A method according to claim 49 wherein

said automatic activating attribute comprises an hyperlink start time attribute.

56. (New) A method according to claim 49 wherein

said hyperlink address string further comprises an attribute specifying hyperlink start time information.

57. (New) A method according to claim 49 wherein

said hyperlink address string further comprises an attribute specifying hyperlink start and end time information.

58. (New) A method according to claim 49 wherein

said hyperlink address string further comprises a script attribute.

59. (New) A method according to claim 49 further including the step of:

encoding said hyperlink address string for transmission with program signals representative of said predetermined program material related to said predetermined content located at said predetermined hyperlink address.

60. (New) A method according to claim 49 wherein:

said hyperlink address string further includes an attribute instructing a predetermined time to deactivate said hyperlink means.